

Iris (Xiaobi) Pan

Product Designer

Address Santa Clara, CA - Open To Remote Work

WWW thisiris.github.io (password_magic)

Phone (617) 899-7188

E-mail irisxpan@gmail.com

Iris Pan is a **strategic** and **interdisciplinary designer** with **9 years'** experience **leading omni-channel product design and innovation** from start to finish. Coming from an **Engineering + Design + Tech** background, she is able to dissolve boundaries between different fields, blend the **digital with physical**, and use constraints as fuels for **creative problem solving**.

Iris has been recognized as a leader in exploring how **new interface technology, human-centered design and storytelling** together can engage people at a deeper level.



Education

- Aug 2017 - May 2019** **Harvard University**
Master in Design Studies (Tech Focus) - Cambridge, MA
- Feb 2018 - May 2019** **MIT Media Lab**
XR, Design Innovation, Tech Entrepreneurship - Cambridge, MA
- Sep 2008 - Jun 2013** **Zhejiang University**
Bachelor of Engineering (Industrial Design Major) - Hangzhou, China



Work History

- Nov 2021 - Current** **Lead Product Designer / Alation**
CA, USA
 - **Oversee the Data Governance part of Alation's ecosystem.** Design **strategic visions, new UX features** and **execute at a pixel level** with 2 other designers.
 - **Help Alation elevate their design excellence and overall user experience** through leading workshops and building **design-led product innovation pipelines**.
- Aug 2019 - Nov 2021** **Sr. UX Design Engineer / Mastercard Labs**
New York, USA
 - **Led R&D in New Interface + New Commerce Experience Innovation:** created XR/ IOT demos to explore new customer touch points and business opportunities, including Mastercard Virtual Unattended Store, VR New Payment demo, Quantum Settlement System... 4 patents filed and exhibited at global tech summits.
 - **Co-led Large Scale Cross-Functional New Product Development:** 3 products launched to date, including Mastercard Blockchain-Based Smart Contract Platform, B2B Payment Ecosystem Redesign, Empower: Online Marketplace Analytics Solution, etc. Ran design workshops and presented to sr leaderships weekly. Iterated and produced design deliverables within tight timeline.
 - **Rapid UX Prototyping for Internal Incubator Projects:** created the first couple of prototypes for Mastercard Priceless Planet Coalition and other social-impact driven projects.

Apr 2017 -
Jul 2017

Sr. UX Designer / CI&T

Shanghai, China

- Designed the **ChickVacc app** for Merial Animal Health Ltd. Enhanced poultry farmers' work efficiency with **30% increase** in chicken vaccination rate.
- Redesigned the official website for global digital solution company CI&T. Helped them elevate brand image and **win major clients like Coca-Cola China**.
- Provided **Lean + Agile UX Consultancy** on behalf of CI&T China for clients such as HongKong PolyU.

Nov 2015 -
Nov 2016

Interaction Designer / COC (A Creative Agency)

Shanghai, China

- Invented a **first-of-its-kind hybrid retail experience**, Love Cassette, that combines in-store human-machine interaction with online personalized-content sharing to achieve a seamless **interaction + business loop**. Toured nationally with **multi-million** visits and profits.
- Created a **double-player Kinect game** for **Bosch's** product launch campaign with **100k+** offline participants and online sharing in a month. Increased sales by **30%**.
- Originated a **gesture-based interactive experience** for client. Featured by Asia Design & Management Forum (**20k visits/3 days**). Client's search rate raised by 50% and sales doubled.

Nov 2012 -
Nov 2015

Designer / Freelance

Shanghai, China

- Delivered **omnichannel brand and UX design solutions** for **10+** mid-sized Chinese companies to help differentiate their brand and expand customer base. Established **design consistency across various platforms** (e.g. web, app, video, prints, physical store...).



Skills

UX Design & Prototyping, Design Thinking, Iterative Design, Storyboarding

Game Design, ARVR Design & Development (Unity + Unreal), Computational Design, C# programming

Industrial Design, 3D Modeling, Digital Fabrication, Electrical Design & Engineering, Robotics

Sound Design, Animation, Video Production, Branding, Motion Graphics, Web Design



Honors

- **14th International Conference on Design Principles & Practices** - Invited Speaker 2020
- **Apple Hardware Technology Group** - Guest speaker 2019
- **IEEE GEM** (Games, Entertainment and Media) Conference - Speaker & Panelist 2019
- **New England Graduate Media Symposium** - Speaker & Panelist 2019
- **A' Design Award** Generative, Algorithmic and Parametric category - Award Winner 2019
- **Red Dot Concept Design Award** - Award Winner 2011